

NetOnCourse, Inc.

MI-LiveSM

Take the Pulse of Your Market

Product Overview
September 2001

MI-LiveSM

A Robust Real-Time Interaction Platform

- Provides controlled online interaction in real-time.
 - Supports small, medium and large groups
- Combines the best of features of qualitative and quantitative analysis.
 - Open-ended responses are tabulated in real time!
- Provides unprecedented multi-directional interaction.
 - Structured and unstructured
 - A natural environment and language
 - Quantifiable in real-time

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A Robust Real-Time Interaction Platform - cont'd.

- Provides the ability to present multi-media stimuli.
- Utilizes a robust reporting platform.
 - Captures information from each session and can also aggregate information in subsequent sessions over time.

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The Benefits of Combining Qualitative and Quantitative Market Research



MI-LiveSM

Conducting On-Line Focus Groups

- **Features**
 - Unprecedented control of the session for the moderator.
 - Ability to maintain structure of audience responses.
 - Ability to classify and tabulate open-ended responses in real-time.
- **Key Benefits**
 - *Structured Session*: Moderator can control the session
 - *Overall Cost Reduction*: Reduced travel and lodging costs
 - *Natural Environment*: Respondents are more relaxed
 - *Quality Responses*: Unbiased direct responses can be combined with discussion capability.
 - *Greater Audience Reach*: Increase access to geographic and various hard-to-reach niche segments.
 - *Greater Sample Size*: Increase the number of participants.
 - *Reports*: Computerized reports can be easily integrated into existing knowledge management applications.

MI-LiveSM - The Moderator Display

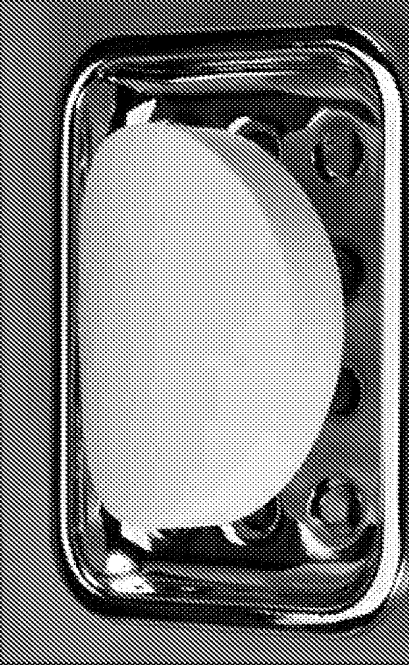
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Back Address

1. Supports multimedia stimuli.

Current visual: Soap



2. The moderator presses the "Ask question" button to submit questions to respondents.

3. The question appears at the top of the moderator's display.

For live help call: 1-866-299-9467

Current Visual: Soap

Vote	Sample Message	Time
71 % 35	My Question: When you purchase soap, what are your main...	11:21:29

4. The responses appear in real-time; dynamically sorted by top responses.

Vote	Sample Message	Time
Vote: 86 % Agree: 8 Disagree: 5	San...	11:27:53
Vote: 65 % Agree: 6 Disagree: 12	... does not melt too	11:28:07
Vote: 82 % Agree: 7 Disagree: 10	... Answer: ... for price and look for whatever is on sale.	11:28:22
Vote: 45 % Agree: 5 Disagree: 9	Keren Mor's Answer: I buy only soap with natural ingredients.	11:28:22
Vote: 41 % Agree: 6 Disagree: 10	Joe Miller's Answer:	

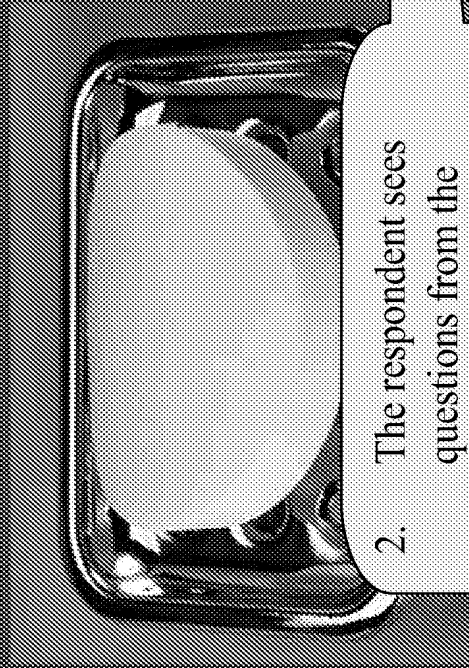
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MI-LiveSM - The Respondent Display

1. The respondent sees the stimuli controlled by the moderator.

3. The respondent may also choose to respond by agreeing with someone else's answer.

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2. The respondent sees the questions from the moderator and can provide answers in his/her own words.

☐ Agree ☐ Disagree

Joe N's Answer:

I like gentle soap that does not irritate the skin.

☐ Agree ☐ Disagree

Bob Navon's Question:

Do you use a different soap for your face and body?

My answer

My Answer:

Yes, I use a deodorant soap for my body and a cream soap for my face.

MI-LiveSM - The Client Display

NetOnCourse MI-Live Dashboard

Event MI-Live test event with a long name to be tested if scheduled to end

Pre-start | 00:00 - 100:05

Event Statistics

Question Count	N/A	2	2	7	7	7	7
Items/Thread (avg)	N/A	1	2	1	1	1	1
Postings/Participant (avg)	N/A	0	1	2	2	2	2

1. Real-time statistics are shown at the top of the client display.

Questions

Vote	Sample	Answers	Question	Time
80%	35	4	What color do you prefer in soap?	11:29:54
84%	30	3	What do you think is a fair price for soap?	11:29:45
90%	34	4	Where do you normally purchase soap?	11:29:26
93%	33	5	Do you use a different soap for your face and body?	11:28:47
80%	32	3	When you purchase soap, what are your main considerations?	11:21:24

2. The client can see an organized list of questions asked and drill down into the responses to each question, which are sorted by the top answers.

Last updated at: 12:38 Update

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Conducting A Dynamic Survey

- **Features**

- Handles larger samples: >100
- Various types of open-ended and closed questions
- Easy view of group dynamics
- Responses tabulated in real time
- Trends highlighted in real-time

- **Key Benefits**

All of the benefits of an on-line Focus group, plus the following:

- Generate dynamic surveys and modify them on the fly!
- Quickly turnaround session reports.
- Utilize your respondents for both qualitative and quantitative input.

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Conducting A Dynamic Survey cont'd.

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Address <http://spiderman.ital.newman/mr-live/facilitator/logevent.htm>

Go Links

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Current Page: 3

Vote	Sample	Message	Time
58%	35	<input type="checkbox"/> My Question: when you purchase soap, what are your main considerations?	11:21:29
89%	35	<input type="checkbox"/> My Question: Do you use a different soap for your face and	11:28:51
No Feedback	Open Feedback	Closed Feedback	

Feedback Type:

☐ Yes/No

☐ Agree/Disagree Scale

☐ Multiple choice

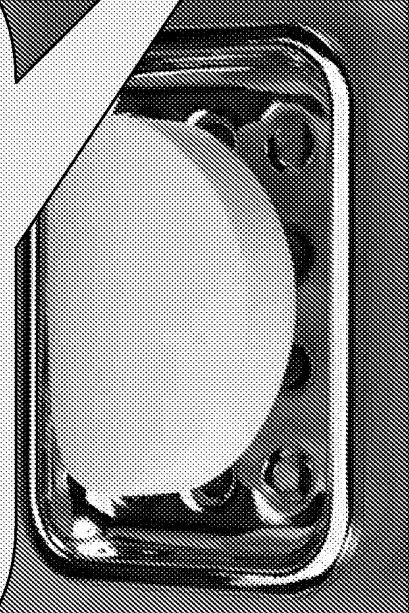
Send Ask Question

Send

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The moderator can submit many types of open-ended and closed questions involving discussion or direct data collection.



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Conducting A Dynamic Survey cont'd.

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File Edit View Favorites Tools Help

Address <http://spiderman/fal/newman/mi-live/facilitator/lcgevent.htm>

For live help call: 1-866-299-9487

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Current Visual: Soap

The results are shown in real-time!

My Question: When you purchase soap, what are your main considerations?

Note	Sample	Message	Time
71%	35		13:21:29

12 ☐ A. Price

6 ☐ B. Fragrance

8 ☐ C. Ingredients

9 ☐ D. Brand

Send

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MI-LiveSM - Solution Overview

- *Faster*
 - Dynamic question and answer model requires less prep time
 - Real-time live sessions vs. waiting for completed surveys to be submitted.
 - Reports can be available within days, even hours of the session's conclusion.
- *Better*
 - The first solution to combine the key benefits of qualitative and quantitative feedback.
 - Provides flexible and dynamic interaction with live respondents.
- *Less Cost*
 - No travel!
 - Streamline your market research costs with our hosted internet solution.